

PATENT

I hereby certify that on the date specified below, this correspondence is being deposited with the United States Postal Service as first-class mail in an envelope addressed to Box Missing Parts, Commissioner for Patents, Washington, DC 20231.

8/8/01  
Date

Jeanne Connelly  
Jeanne Connelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Steve Beck et al.  
Application No. : 09/721,441  
Filed : November 22, 2000  
For : DYNAMICALLY TARGETING ONLINE ADVERTISING  
MESSAGES TO USERS

Docket No. : 291508005US1

Date : August 8, 2001

Box Missing Parts  
Commissioner for Patents  
Washington, DC 20231

RESPONSE TO NOTICE TO FILE MISSING PARTS OF APPLICATION

Sir:

In response to the Notice to File Missing Parts dated March 15, 2001, please find enclosed a Declaration, Authorization for Extensions of Time Under 37 CFR § 1.136(a)(3), and a copy of the Notice to File Missing Parts for the above-identified application.

Please find enclosed a Petition for an Extension of Time, extending the time for response from May 15, 2001 to August 15, 2001.

The fees have been calculated as follows:

Basic Fee	\$	710.00
Total Claims (29, 9 extra)		162.00
Independent Claims (10, 7 extra)		560.00
Missing Parts Surcharge		130.00
Total	\$	1562.00
Extension-of-Time Fee		890.00
TOTAL	\$	2452.00

The Commissioner is hereby authorized to charge the filing fees of \$2452.00 and any additional filing fees or to credit any overpayment to Deposit Account No. 50-0665. A duplicate copy of this response is enclosed.

Respectfully submitted,

Perkins Coie LLP

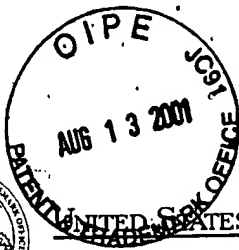
Steven D. Lawrenz  
Registration No. 37,376

SDL:jc

Enclosures:

- Postcard
- Copy of this Response
- Declaration
- Authorization for Extensions of Time Under 37 CFR § 1.136(a)(3)
- Copy of Notice to File Missing Parts
- Petition for an Extension of Time (+ 2 copies)

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UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/721,441	11/22/2000	Scott Eric Lipsky	291508005US01

25096  
PERKINS COIE LLP  
1201 3RD AVENUE, SUITE 4800  
SEATTLE, WA 98101-3099

## FORMALITIES LETTER



\*OC000000005866679\*

Date Mailed: 03/15/2001

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

*Filing Date Granted*

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given TWO MONTHS from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.  
*Applicant must submit \$ 710 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).*
- Total additional claim fee(s) for this application is \$722.
  - \$162 for 9 total claims over 20.
  - \$560 for 7 independent claims over 3.
- The oath or declaration is missing.  
*A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- The balance due by applicant is \$ 1562.

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*A copy of this notice **MUST** be returned with the reply.*

08/15/2001	MBERHE	00000006	500665	09721441
01 FC:101		710.00	CH	
02 FC:105		130.00	CH	
03 FC:103		162.00	CH	
04 FC:102		560.00	CH	

Customer Service Center  
Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE